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TO: R. Mikulay DATE: May, 7, 1991

FROM: A. Sinha

SUBJECT: Bristol New Campaign Launch

Given an increased level of competition in the sub-generic segment of the industry, it is critical that Bristol develop a positioning and mnemonic that is relevant in the long term. The new campaign, "The Price Fighter", while consistent with the brand's proposition adds a creative dimension that once executed, can add a uniqueness to Bristol's price proposition. Hence, the campaign should be launched as soon as possible. The launch of the campaign would require the involvement of the sales force both in terms of changing POS and implementing new promotion for the brand, build consumer awareness through media, and retail participation.

Recommendation

We recommend that "The Price Fighter" campaign should be launched in October, 1990 due to the following reasons:

- The Field Sales Force workload is relatively light in October compared to September and November (see attachment I).
- There is no Cambridge or Bucks promotion planned for October eliminating a conflict in working a price value brand.
- The likelihood of outdoor availability during the fourth quarter is higher.

The launch of the new campaign will provide an opportunity to create a sales event at the store level. We are developing programs to gain attention from wholesalers, retailers and field sales force for the brand. The advertising and promotion will impact consumers at every step -- reading newspapers at home, driving down a highway, passing by any stores, particularly convenience outlets and at point-of-sale with visually impactful promotion.

Campaign Launch Components

Consumer Advertising

While the agency is preparing a media plan to launch the campaign, the first priority will be given to the markets in which Bristol has above average distribution and performance. This strategy will not only support Bristol's growth in the key Bristol markets but will also be a defensive strategy to protect against the new entries into the sub-generic market -- Magna and Sterling.

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Source: https://www.industrydocuments.ucsf.edu/docs/rlwn0004

The second priority will be the markets in which Bristol is not strong but the competition has good performance. Although, in some cases this may depend on Bristol's distribution in these markets (see attachment II).

Based on the local markets, not national, and limited distribution, the agency is considering the following media vehicles for Bristol:

- Outdoor
- FSI
- Tabloids
- Account Supported Signage

Sales Force Involvement

In absence of PPP slots for Bristol, it is extremely important that we gain sales force attention during the campaign launch. Some programs to generate enthusiasm among the field sales force would be helpful in getting the promotion and POS up during the campaign launch. The agency has developed a host of ideas regarding this (see attachment III). Among other things, we are investigating the following:

- o A video tape to the field sales force with an introduction from a special guest such as any professional boxer or maybe Don King.
- o Comprehensive presentation kit
- o A sales incentive program such as tickets to ring side seats to fights tied to displays or other kinds of sales force premiums.
- o A teaser and eventually sales communication through The Force, etc.

Display and Promotion

During the launch of the campaign, our goal is to minimize sales involvement as much as possible. The displays and promotion will be designed to utilize distributors to ship displays directly to the retailers. We are in the process of finalizing the following:

- o Pre-packed shippers with promotions.
- o A new pack merchandiser display which will be utilized in addition to Plan BV extension.
- o Floor stand carton displays (200+ cartons) in the form of a boxing ring for mega volume outlets.
- o In addition to replacing the existing POS with the new graphics, we would provide retailers with inflatible boxing gloves which can be placed on the rooftop of the stores where climatic conditions permit.

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Source: https://www.industrydocuments.ucsf.edu/docs/rlwn0004

Consumer Promotion

We will create an event inside a store with the existing Bristol promotions both for carton and pack outlets. The consumer promotion will be dependent on achieving signage and independent display for Bristol. The following promotions will continue:

- o B1G1F to induce trial
- o $1.00 off VPR stickers to achieve off rack display and prominent signage with price call-out.
- o $1.00 carton coupons to achieve independent display with signage and price call out.

In addition, we will provide co-op ads for each of the carton and pack promotions to support the retail effort.

A sales kit with local account customization will be made available for:

- Pump Topper
- Posters
- Exterior Signage: Building Sign
- Pole Sign

As a part of the permanent POS, the following items will be made available with "The Price Fighter" graphics:

- Indoor/Outdoor Sign
- Lottery Board
- Clock with Menu Board
- Cube Mobile
- Carton with Pricing
- Special Board for Store's Daily Specials

Bob, we are still finalizing the above promotions. Once completed, I'll provide you with full details.

Point-of-Sale Materials

We have been managing the existing POS very closely. In most of the instances, we will let all the inventories used before the October launch of the new campaign so that the existing POS can be replace with the new ones. We have planned to redo all the existing POS (see attachment IV).

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Source: https://www.industrydocuments.ucsf.edu/docs/rlwn0004

Cost

The cost of the new campaign launch is as follows:

	Campaign Launch Cost (in thousands)	1991 First Revised (in thousands)
Perm & Temp POS/Artwork	6,500	4,500
Advertising/Agency Production	5,900	5,900
Introductory Promotion	2,500	--
Total	14,900	10,400

It is important that we establish an image for Bristol. Also, it is imperative to maintain synergy between advertising, promotion and sales effort to get a better mileage from the limited Bristol budget.

If you have any questions, please call.

Arun

cc: B. Egan
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Source: https://www.industrydocuments.ucsf.edu/docs/rlwn0004

ATTACHMENT IV

POS Materials Listing

POS #	POS Item	Quantity On Hand	Avg. Month Shipped	Inventory Duration (Month)
53735	AV Header (Front)	14,965	4,264	3.4
53736	AV Header (Back)	18,330	3,749	4.8
53737	40 Pk Set-Sell	37,058	5,087	7.1
53738	20 Pk Set-Sell	17,499	4,520	3.8
53739	Large Poster	13,508	12,234	1.0
53740	Shelf Talker	2,083	20,535	Item Reorder
53741	Small Easel Card	21,674	4,567	4.7
53744	200 Pack Dump Bin	5,062	1,919	2.5 (Item Reorder)
53775	60 Ctn. Combo Bin	13,132	332	39.6
53777	6 Ctn./40 Pack Bin	24,809	550	45.1
53778	Large Easel Card	25,499	2,734	9.3
53779	Static Cling Shelf Tlk.	55,380	7,580	7.2
53780	Small Dangler	21,035	4,087	5.0
53781	Large Dangler	4,863	3,171	1.4 (Item Reorder)
53783	Outdoor Banner (8')	2,554	1,352	1.9 (Item Reorder)
53784	Semi-Perm S/S Header	4,315	1,045	4.1
53785	Semi-Perm Ctn. Header	8,881	61	14.4
53934	AV Header (Front)	27,140	400	67.8
53935	AV Header (Back)	28,825	427	67.5
53936	BV Header	2,398	17,560	Item Reorder
53937	BV Fence	51,328	17,612	Item Reorder
53939	20 Pk Set-Sell	2,900	93	31.0
53941	60 Ctn Combo	4,041	7	577.3
53948	AV Extend Header	10,895	50	217.9
53949	AV Extend Side	30,230	230	503.8
53950	Large Poster	6,120	1,360	4.4
53951	Large Easel Card	13,649	542	25.2
53954	Multi Card	2,659	3,067	0.7
54049	Large Dangler	4,240	577	7.3
54050	Small Dangler	3,980	363	10.8
56555	Semi Perm Set-Sell	10,563	1,830	5.7

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Source: https://www.industrydocuments.ucsf.edu/docs/rlwn0004